

Brand Mapping of the Southern Tip of the Island of Suensaari

2017



3	5	6	8
Brand Mapping	PART 1 BRAND ANALYSIS	Statistics on Tornio-Haparanda	History
13	14	18	21
Planning area characteristics	Strengths	Potential	PART 2 "EMBRACE THE BORDER"
24	25	26	27
The Border	Business center	Cultural and event area	Traditional area for leisure time
28	30	32	34
A showcase of high-quality construction	Target groups, Strength & Brilliance, Brand Values	Design drivers	Bibliography

BRAND MAPPING

Brand mapping of the island of Suensaari is the inclusive first part of the total process on long-term. This phase prompted the development process on both the southern tip of the island of Suensaari and its seamlessly linked areas in Haparanda, on the Swedish side. The purpose of the mapping is to clarify the brand of Tornio-Haparandas new joint center with its ready-built environment, and to set the guidelines for further development.

The work has been carried out by planning bureau MUUAN Oy. The work has been carried out through participatory methods developed by MUUAN and in cooperation with the cities of Tornio and Haparanda and an assembled group of local operators. Purpose of the study is to commit partakers to a long-term development, and to form with them, and with their help, the vision and objectives for a future development of the region.

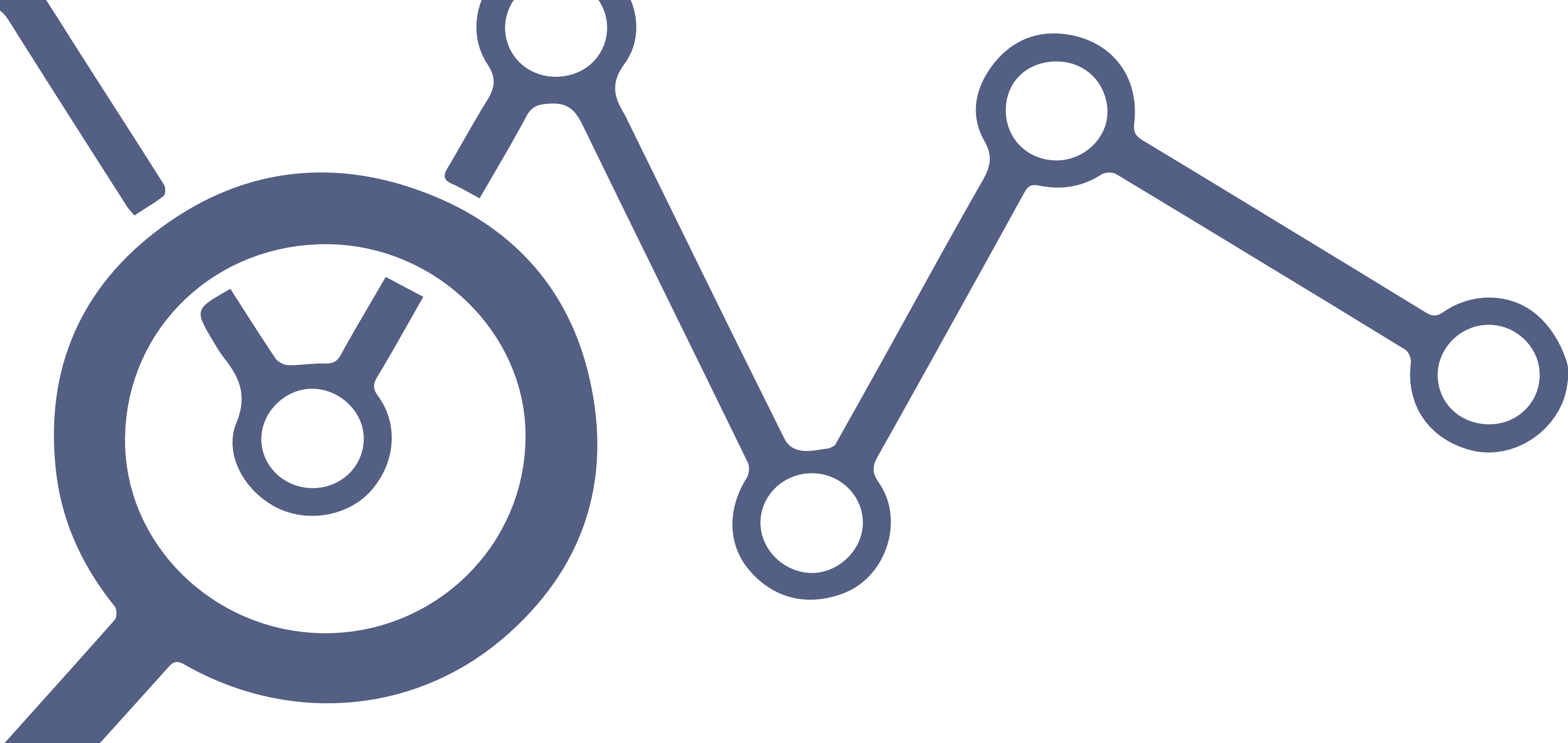
WHY IS A PLACE BRAND IMPORTANT?

There are more than 500 regions and more than 100 000 municipalities, which are competing for the same resources, investments, capital, skilled labor, visitors and residents. Places need new competitive means and tools to attract residents, tourists, visitors, businesses, investments and skilled labor.

For each area there is a personally attractive entity that creates unique areas. A strong place brand can increase the attraction of new businesses and investment, promote tourism objectives, to achieve visibility and prestige, to confirm the identity of the inhabitants and the operators and to attract skilled labor.

During the work process we have mapped the strengths and development opportunities for the area of Tornio-Haparanda and created the basis for planning the future of the area towards our target image, towards which we strive with our further development. In 2017 the area will hold an international architectural competition EUROPAN, which is intended in helping to determine the structural and pictorial principles of the city. The overall follow-up of the process stages is to involve the inhabitants of Tornio and Haparanda to diversely develop the area into a common versatile and comfortable city center area.

“On the brand; It's not just about a good slogan, a good logo or a fine advertising campaign but, above all, what kind of experience a place creates for the visitor and what kind of imprint it leaves in the visitor's mind.



PART 1 | BRAND ANALYSIS

STATISTICAL INFORMATION TORNIO-HAPARANDA

TORNIO		HAAPARANTA	
Land area	1 188 km ²	Land area	960 km ²
Population	22 199 pop	Population	9 831 pop
Population density	18,83 pop/km ²	Population density	10,70 pop/km ²
Aged less than 15 years of age as percentage	18,0%	Aged less than 15 years of age as percentage	18,7%
Aged 15-64 years of age as percentage	62%	Aged 15-64 years of age as percentage	54,8%
Aged of over 64-year-olds as percentage	20,1%	Aged of over 64-year-olds as percentage	26,5%
The average annual temperature	0° - + 2°C	The coldest month in February	- 11°C
The average annual maximum	about + 28 °C	A permanent snow cover	about 4-5 m/yr
The average annual minimum	about- 30°C	Length of the day in summer	max 24 hrs
The hottest month in July	+ 16°C	Length of the day in winter	min 3 hrs

LIVELIHOOD
Tornio-Haparanda twin-city holds about 12 500 jobs. The largest employers include Outokumpu, Tornio and Haparanda cities, Norrbotten County Council, Vocational Collage Lappia, as well as IKEA. Companies operating in fields of expertise include metal, wood products, food processing and textile industry as well as trade and tourism. The business area concentrating on the border is visited annually by 2-3 million visitors. About 14 million people travel each year through the Tornio border crossing points. Many of these visitors are shopping tourists that have travelled to Tornio for several hundreds of kilometers, from northern Norway and the Murmansk region. Röyttä harbor in Tornio is located approximately 12 km from the city center. The port is mainly used by Outokumpu and its cargo transport. The region has a strong industrial base which is reflected by the fact that it is located close to other important ports such as the ports of Kemi and Kalix.

DISTANCES		
Kemi 25 km	Oulu 131 km	Helsinki 739 km
Rovaniemi 123 km	Kilpisjärvi 459 km	Nordkapp, Norway 779 km
Luleå, Sweden 125 km	Tromso, Norway 620 km	St. Petersburg, Russia 849 km
	Murmansk, Russia 695 km	Stockholm, Sweden 1020 km

Bibliography:

Statistical data
<http://www.stat.fi/tup/alue/kuntienavainluvut.html#?active1=851&year=2016>

Livelihood:
[1] <https://www.tornio.fi/index.php?p=Tyoyrittaminenjaelinkeinot>
[2] <https://www.tornio.fi/index.php?p=Tyoyrittaminenjaelinkeinot>
[3] <http://www.bothnianbusiness.fi/torniohaparanda/yksi-kaupunki-kaksi-maata/>



HISTORY

#Twin City
#Sea Lapland
#Smuggling
#Finland on the Swedish side

The prerequisite for founding Tornio, and the source of life and prosperity of the city, was the cause of the surrounding vibrant river valley, partly also the entire Lapland. The name of **Torne River** is originally from the region of Häme and includes the word **Tornio** 'spear'. Even before the city was founded in 1621, it was for centuries a bustling market town, through which the vast majority of the northern products, primarily salmon, dried fish and furs, traveled far and wide to the world in the hands of foreign merchants visiting the area. Even at this stage the trade area, where eg. in 1554 is mentioned to have been 60 trade-sheds, located in what is obviously the island of Suensaari. During the Middle Ages and the 1500's these trade sheds were probably already located at the south shore of the island of Suensaari and the city port was located opposite the Tornio Church on the northern tip of the island of Pirkkiö.

On the 12th of May in 1621 Gustavus II Adolphus gave a signed order letter of the establishment of the city of Tornio. The town was ordered to be set up at the island of Suensaari. The third section of the letter held an order about the seal of Tornio: a tower was given as its theme on the grounds that the name of the city of Tornio, in Swedish Tornö, was thought to bare the meaning: Tower Town. Gustavus Adolphus advisers thought, of course, as the historian Olaus Magnus already had argued, that the place name comes from the Swedish word **torn** 'tower'. Later on, the seal that was ordered in the letter, was also taken as the city's coat of arms - a grand red tower placed in a silver background.

When established, the city of Tornio did not form its own parish, but it was connected with the old Tornio parish. However, Tornio city received its own church in 1647. It burned down in 1682. After the fire a new church was constructed, and this church is still in use and is a beautiful, construction wise historically valuable unique wooden church.

Tornio city rose, as did the trade, into a hefty flourish by the beginning of the 1700's. The main target of the sailing merchant ships was Stockholm, but also the Baltic ports were visited. Through the 1600s also plenty of Karelian merchants passed through Tornio. The most prosperous merchants were able to exercise their wealth to diversify investment activities and hobbies including wine and other pleasures of vanity. This also appealed to the visiting foreigners who described their vibrant social life in Tornio in their travel books.

The wealth of the merchants increased exceedingly by the beginning of the 19th century. Calculated on a per capita basis, Tornio was wealth wise ranked quite well among the cities of the kingdom. This time in the late 1700s was also a significant time of education. Noted that only from the Torne lower elementary school, in the years 1783-1800, 16 young men went to study directly to the University of Uppsala. Among them was a certain Jöns Svanberg, who later became a professor of mathematics and a well-known scientist at the same university.

When the rest of Finland was eating with their fingers, we already had forks in Tornio and Haparanda!"



ILL. 2



ILL. 3

In March of 1809, and for more than a century hereafter, Tornio became an important Russian garrison town, which brought its own color to the cityscape. Alexander I personally drew the border line of the Torne River. The border was supposed to run along the deepest riverbed. Although the location of Tornio, on the island of Suensaari, was by then already in fact a dried up river on the west shore peninsula, Alexander ordered it to belong to Finland. Apparently, Alexander realized the importance of owning the border city, both trade policy and military policy wise. It may be that the reputation of Tornio - thanks to travelers and travel books it was perhaps the most famous city in Finland from a European point of view - made Alexander to want this city to belong to his kingdom. The border town became Finland's gateway to the west. At the beginning of the 1840s a marked decline in the vigor of trade took place, largely due to the change in Haparanda in 1842, which received full rights as a city.

The events of the Crimean War (1854-56) tells of inventiveness of the twin city residents. Tornio survived the military operations better than other coastal towns of the Gulf of Bothnia, where at least harbors were destroyed. When the English fleet arrived at the island of Röyttä, Torne citizenry took their ships to the neutral Haparanda, drove the Russian soldiers out of town and entertained the English to the extent that their bellicose mood became milder.

Even after the war Tornio trade continued to be quite refreshed. In the period of 1886-87 a 700-meter-long bridge was built between Tornio and Haparanda, the so-called *Handolin Bridge*. It was replaced in 1929 with a culvert that allowed for the traffic to pass easier. Tornio obtained a railway in 1903 and the harbor track to Röyttä was finished in 1928.

First World War-era goods that were transported via Tornio left money in the town in many ways, and on the side, also, Tornio's own trade experienced success.

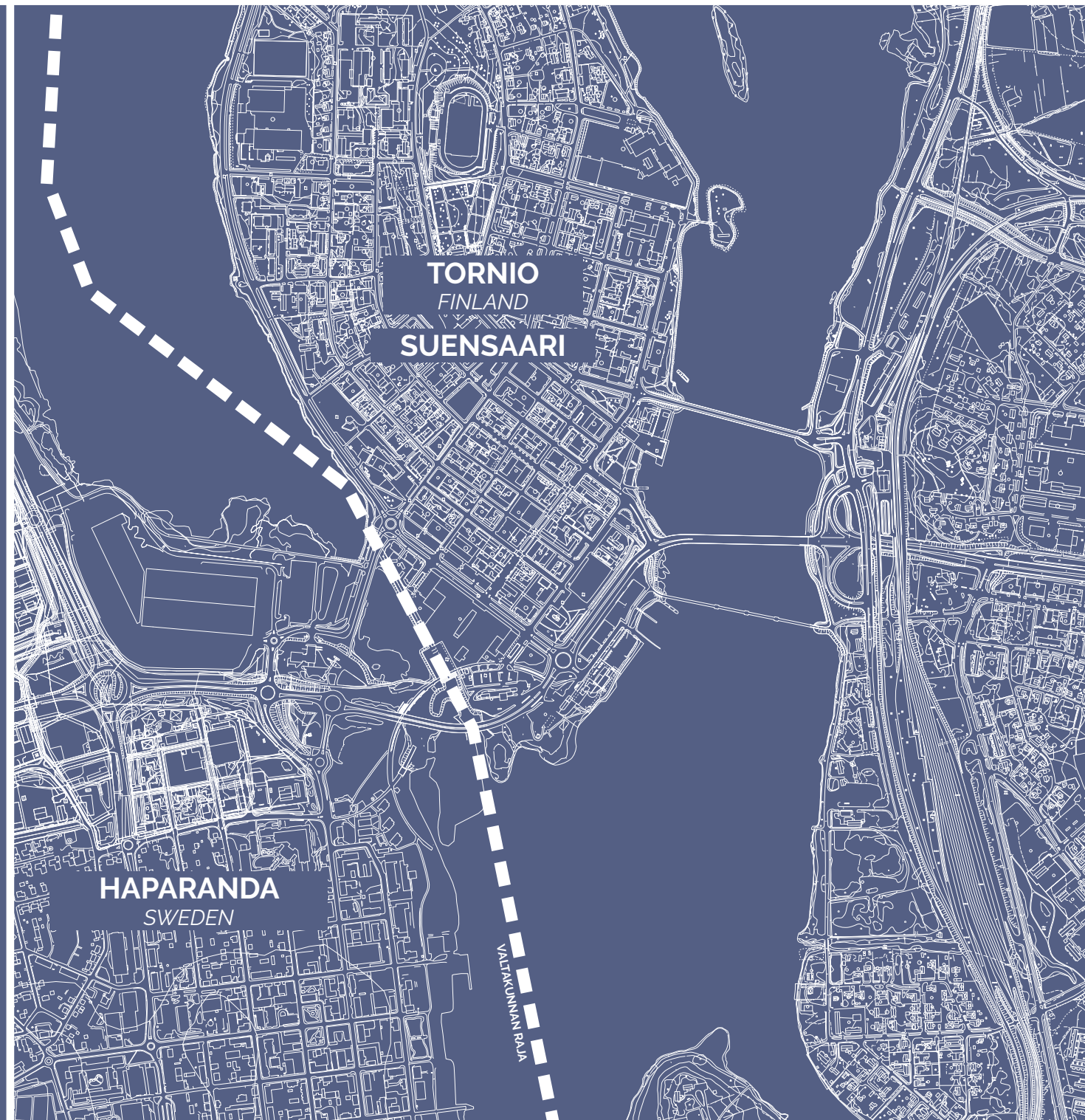
Proxy stores from all the major cities in Southern Finland were transferred to Tornio to handle the transfer of goods between Tornio and Haparanda. The most successful proxy store, *Karl Boström*, arranged lively horse freight via Kilpisjärvi and into Lyngenfjord, Norway. The peak year in this unbroken flow of goods was in 1916, during the revolution in Russia in 1917, the traffic came to a halt, but in the early spring of 1918 Tornio was still a commercial gateway to the white Finland.

Even though Tornio was not of very crucial national importance in foreign trade after World War I, it was becoming the busiest transport hub location for traffic from the west and that was west-bound. During the inter-war period new bridges were built, for example the so-called *Hannula bridge*, between the mainland and the island of Suensaari. Since then, traffic conditions were continuously refurbished to meet the needs of the expanding traffic. Development in Tornio since the wars has been strongly going forward - it shows eg. in the city's population that has trippled. Tornio was still a small town at the beginning of 1973 with ca 8 000 inhabitants. When, at the beginning of that year, a municipal merger was carried out by connecting Alatornio (8 700 pop.) and Karunki (2 200 pop.) to Tornio, it had a population approaching 20 000 people, but the population grew also thanks to natural evolution and migration.

The smuggling, "joppaaminen", is in a league of its own and has allowed many to become rich, even to create fortunes since the 1800s. In recent wars regulated economy meant a golden age for smugglers until the beginning of the 1950s, when rationing of coffee ended as the first of rationings to end. But also in licit trade and the position of the border city has given Tornio and its inhabitants primarily benefits. Tornio has often been able to benefit from the Swedish purchasing power. The unfavorable price developments, elevated levels of taxation and the cost of housing in Finland drove



0 500m



people to move to live in Haparanda by the 1970s, and only to work in Tornio. This movement has leveled off in recent decades, and nowadays it goes in both directions.

Border town status advantages and commerce alone are not a sufficient basis for the development of the city. The development of Tornio and Haparanda relies on strong cooperation in almost all areas of economic, administrative and cultural areas. Because of municipal merger the agriculture became an important industry in Tornio. In addition, Outokumpu's ferrochrome plant in Røyttä started up in 1968, and in 1976 a stainless steel mill was started in the same area. Outokumpu's Tornio steel industry is one of the largest employers in the area. In addition to this heavy metal industry Tornio has several machine workshops. In the past, Tornio was also known for eg. Lapin Kulta factories, owned by Oy Hartwall Ab, and also textile mills. Recently, Tornio and Haparanda commercial development is strongly influenced by the twin cities newly built center of the new joint commercial centers. Tornio and Haparanda has also earned a reputation as a city of culture. The most notable achievement, much due to Aine museum of art, is the one of Fine Arts with its rich and diverse collections, exhibitions and their other functions. The city is also known as an athlete town. Among others, the alpine skier Kalle Palander and hockey player Jesse Puljujärvi come from Tornio.

During the 1500s to 1800 Tornio-Haparanda was, in foreign learned circles, linked to the notion of the exotic Lapland and the Lapps - the City, behind which began the mysteriously shady, of people, reindeer and witches consisting Lapland. Curious foreigners first came to stop in Tornio and Haparanda and afterwards went further on up the Torne River into

Lapland. When many of these travelers published travel books in different European civilized languages, Tornio became a prominent feature. In addition to the notion of Romantic Lapland, another early tourist attraction, which held the reputation of Tornio high in Europe, was the summer night and the brightness of the never setting midnight sun. This was what people came to marvel at, and it was vividly described in travel descriptions from the 1600s onwards. One of the first tour operators, Thomas Cook, said: "A Globetrotter is a person who has visited Timbuktu, Samarkand and Haparanda." However, despite this interest in Tornio-Haparanda, it has not been able to refine and meet the modern traveler's needs of service entities as a tourist destination, and tourism, thus not yet risen to the ranks of the most important livelihoods. However, tourism growth potential in the whole of Lapland also extends to Tornio and Haparanda and tourism by-products and services is an interesting new business development branch.

"A Globetrotter is a person who has visited Timbuktu, Samarkand and Tornio-Haparanda."



STRENGTHS

Mapping of Tornio-Haparanda strengths of the current situation creates a foundation for the development of the selected areas. The purpose of this analysis is to clarify the competitiveness and position in the market of the region's brand.

BUILT ENVIRONMENT & NATURAL ENVIRONMENT

LOCATION

- Tornio is the "Finnish Swedish side"
- The border creates a positive tension to the twin city. It does not appear, but it is present.
- Bridges create a coastal town identity
- Tornio-Haparanda is the gateway to Lapland
- Mariners 'must-see' place (cf. Nordkapp)

THE BEACHES AND WATER

- Tornio-Haparanda is a city where you can experience the river and the sea
 - Sea Lapland
 - Bay of Bothnia National Park
 - Torne River
 - City Bay
 - Kukkolankoski

TORNIO OLD CENTER AND VILLAGES

- Churches
- The Nordberg Quay
- The Museum of Torne Valley
- Three large villages and the villages on the Swedish side

EXERCISE

- Joint sports facilities of Tornio-Haparanda
 - Gränsvallen sports facility
 - Aspen community center
 - Stadion stadium
 - Swimming pools
 - Skating rinks

TRADE CENTER

- Shopping Center: On the border
- Barents Center
- IKEA

ART

- Teatria
- Aine Art Museum
- Public works of art
 - Kihlat (The Engagement)
 - Rajaleikki (Border Game)
 - Joutsen (Swan)
 - Tulevaisuudenkaarri (Arc of the future)
 - Sotalapsi (War Child)
 - Särkynyt Lyhty (The broken lantern)



III. 6



III. 8

HARD INFRASTRUCTURE

ACCESSIBILITY AND ROUTES

- Tornio is a logistical hub
- The E4 Highway - Very busy border crossing
- Joint Travel Center
- Rail connection between Finland and Sweden
- Good pedestrian and bicycle networks
- Water passages
- Ports

EDUCATION

- Vocational Collage Lappia
- Lapland University of Applied Sciences
- Peräpohjolan Opisto

INDUSTRIAL

- Port
- Outokumpu
- House manufacturing plants
- Experience factory Lappari
- Beer factory
- Polarica Wild Food

ENERGY

- LNG terminal
- Wind power
- Joint wastewater treatment plant
- Joint district heating

“14 million border crossings. It is more than anywhere else in Finland.”

CULTURAL BEHAVIOR

THE HUMAN CHARACTER

- Crazyness and a positive whimsicality
- Humor and leg-pulling = 'fuzzy' fooling
- Smuggling = entrepreneurship & entrepreneurialminded
- Positive idleness = a peaceful rhythm of life

COOPERATION BETWEEN HAPARANDA AND TORNIO

- Brotherly (spirit of) competition
- Co-operation comes naturally
- Trading across the border

“We are a bit crazy!”

EVENTS

- The North Cap Jazz & Blues Festival
- Tattoo-weekend
- Venezian festival (end of the boating season)
- We do it twice - Tornio-Haparanda joint celebration of New Year's Eve
- Toranda - event and entertainment centre
- Provincia Midnight cup - floorball tournament

FISHING

- A passionate relationship for fishing
- Salmon fishing
- Fishing (white fish) with a bag net
- Ice Fishing competitions

ILL 10



ILL 9



ILL 12



SOFT INFRASTRUCTURE

THE BORDER

- A free, peaceful and secure border
- International – Two-cultural
- A positive relationship with neighbours
- Brotherhood and the fellowship "Finnkampen"

LANGUAGES

- Finnish
- Swedish
- Meänkieli

HISTORY AND STORIES

- History as part of Sweden
- History as part of Russia
- Seaport
- Isaac Blackbeard
- Thomas Cook
- Pierre Louis Moreau de Maupertuis
- Struve Geodetic Arc

FOOD

- Everyman's rights
- Sea Lapland kind of "wild food"
 - Game
 - Berries
 - Fish

CULTURE

- A strong art scene, with plenty of well-known artists, who either come from Tornio, or have studied in Tornio
 - Jaakko Heikkilä (photography)
 - Titta Court (dancer)
 - Antti Haase (screenwriter, documentary director)
 - Teija and Pekka Isorättä (painters)
 - Sirpa Alalääkkölä (visual artist)
 - Terveet kädet (punk orchestra)
 - CMX (rock band)
- Strong sports culture, plenty of well-known and successful athletes who have come from Tornio
 - Kalle Palander (alpine skier)
 - Jari Isometsä (cross country skier)
 - Teemu Tainio (footballer)
 - Ville "Röyttä Bear" Pörhölä (olympic champion)
 - Ville Pokka (hockey player)
 - Jesse Puljujärvi (hockey player)
 - Henri Sankala (snowboarder)

POTENTIAL

Tornio-Haparanda market-based external and internal opportunities for mapping a range of exploitable opportunities to strengthen the building of the region brand. The purpose of this analysis is to clarify the competitiveness and position in the market of the region's brand.

Smuggling and positive idleness!

LOCATION

LOCATION ON THE BORDER

- Finland on the Swedish side
- Border exoticism
- The time difference concerning trade and events
- Business center. Invest in Finland-Sweden
- Use of logistical location, logistic hub
- International trade centre

TOURISM GROWTH POTENTIAL CONCERNING THE WHOLE OF LAPLAND

- Exoticism of Lapland
- The Arctic city destination
- Crazyness and foolishness

REGIONAL COOPERATION AND NETWORKS

- Lapland
- Sea Lapland
- The Barents region

ENHANCEMENT OF THE NATURAL HOUSING / HOUSING ON THE BEACH YET STILL IN THE CENTER OF THE CITY

ACCESSIBILITY

IMPROVED TO INCREASE THE TOURIST FLOW CONNECTIONS TO THE AIR AND RAIL TRAFFIC, SUPPORT THE DEVELOPMENT OF THE TOURIST AREA.

- Development of the rail connections in Finland and Sweden
- Rail connection between Finland and Sweden
- TEN-T Bothnian corridor

STOPPING TRAVERSAL TRAFFIC = REASON TO STOP

THE DEVELOPMENT OF SIGNS AND GUIDANCE

THE DEVELOPMENT OF PEDESTRIAN AND BICYCLE TRAFFIC IN THE JOINT CENTER OF TORNIO-HAPARANDA

SAFETY & HEALTH

GROWTH OF INTERNATIONAL NATURE AND WELLNESS TOURISM

FEELING OF INSECURITY IN TOURIST DESTINATIONS ELSEWHERE IN THE WORLD

PRODUCTIZATION OF SECURITY AND TRANQUILITY; THE WORLD'S MOST PEACEFUL BORDER

- Finland's reputation as a place for negotiations and for being a good negotiating partner, a place of reconciliation
- Positive idleness, relaxation and easing

CLEANLINESS

- The selling of clean air
- Productization of health-promoting nature experiences and natural products

TECHNOLOGY

EXPLOITING NEW TECHNOLOGIES IN TOURISM

- Utilization of the history, traditions and stories
- Experiences
- Marketing

ENERGY ECONOMICS

- LNG (Röyttä terminal)
- Kemi biorefinery plant
- Wind power
- Clean energy

THE ARCTIC LIVING LAB

- Smart city
- Smart way / road
- Circulation Economy
- Urban culture

NATURE

LAPLAND AWARENESS AND A POSITIVE NATURE PROFILE; THE FOUR SEASONS

VERSATILE NATURE OF THE TORNIO PROFILE

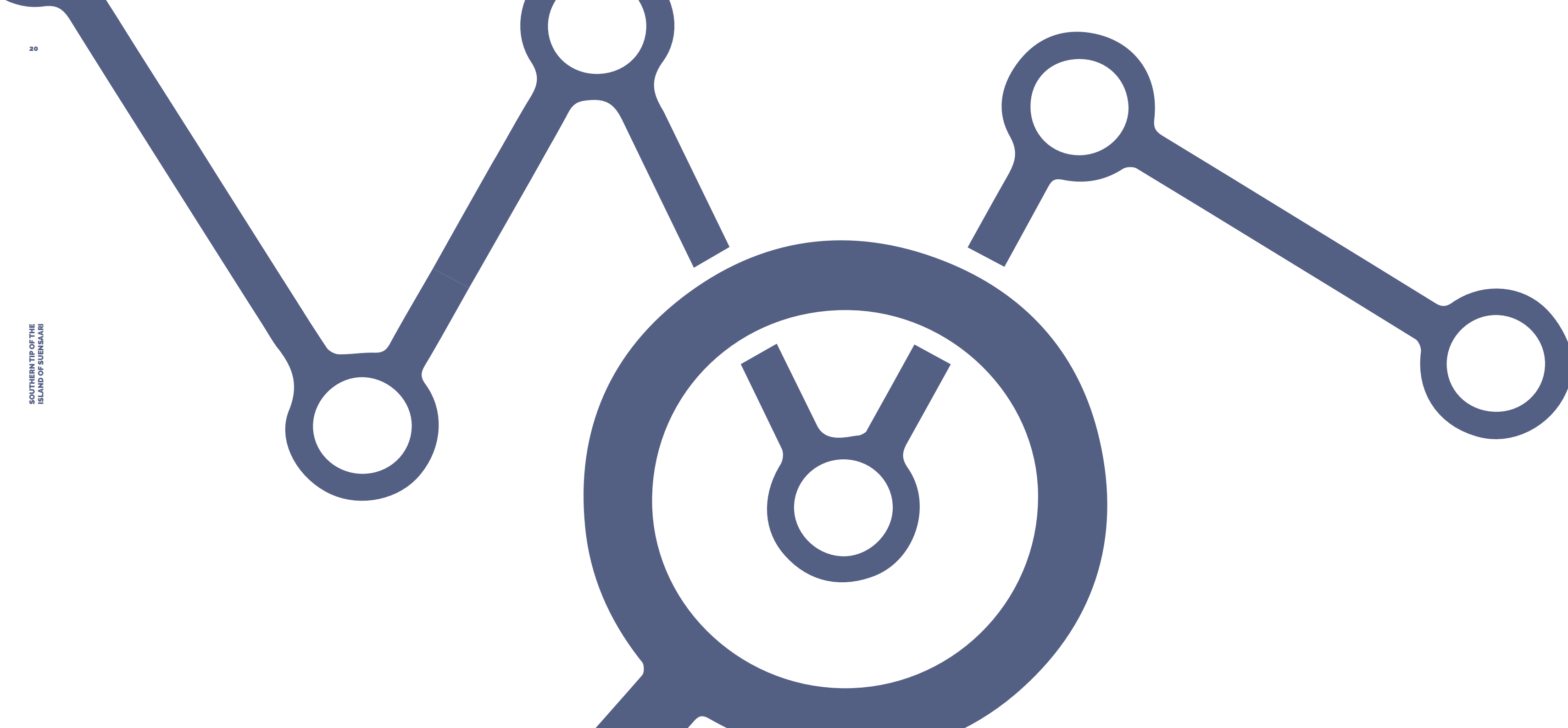
- Arctic
- Marine Nature
- The proximity of the fells
- Wild river
- Deserts / wilderness

MAKE USE OF NATURAL RESOURCES AND TOURISM

- Berries
- Game
- Fishing
- Bird life
- Boating
- Archipelago
- Safari Services

NATIONAL PARKS

- Bothnian Bay National Park and Haparanda Archipelago National Park



PART 2 | “EMBRACE THE BORDER”

THE SOUTHERN TIP OF THE ISLAND OF SUENSAARI 2030

“EMBRACE THE BORDER”

OUR VISION is a state of joint visionary, the future of the target image, towards which the development of the region is consistently pursued.

The vision for development of the southern tip of the island of Suensaari and its surrounding area is called **EMBRACE THE BORDER**. It is an ambivalently dynamic area of Tornio-Haparanda, which at the same time is international and traditional, active and relaxed, as well as competitive yet friendly. The plan is that the area would serve the needs for as well residents, businesses, tourists as visitors. It functions as an international trade and business center, the starting point for outdoor experiences, and an active operating area, which offers traditional services for recreation and rest. It is an urbanlike active retreat, wherein the locality condenses in smuggling and positive idleness.

Embrace the Border is a regional hub - a base camp for everything and everywhere. Companies from many different countries create an international feel with the business they go in for. The development of tourist facilities and events in the region will bring an abundance of foreign tourists, which underlines the international atmosphere at Embrace the Border. As a counterpart to all this the characteristics of the local culture are highlighted, for example in the form of services: smoke saunas and peat treatments, local food, fishing and others.

Business activities and tourism services bring an active feel and buzz to Embrace the Border. The area and its surroundings also offer the possibility of many kinds of active recreations,

snowmobiling, (ice) fishing, ice skating, games, etc. A full range of events emphasizes the active character of the area. In counterbalance for active days there are plenty of opportunities for relaxation and rest. It is the starting place of adventure trips that breathe calm and offered services for purification and relaxation through treatments and saunas. A tranquil and safe environment for pedestrian and bicycle ways and an interesting town structure with captivating details; For example, art, the border and places to spend time in, make the area pleasant for pedestrians.

The functions of Embrace the Border present in many ways the cultural characteristics of the region, the positive crazyness and playfully competitive spirit amongst brotherfolk. The border and cross-border events emphasize on playfulness. In addition to physical exercise and competitive activities Tornio-Haparanda has a strong artistic and cultural life, which is visibly present in the functions of the area with premises, events and artwork. The thematic sections of the area and a diverse town structure form an operational profile aimed at different target groups and targeted residential environments - for example, beach living, landscape housing, physical housing, targeted housing, etc.

Embrace the Border in Tornio-Haparanda is a show case to the world. It creates the first impression that captures you and invites you to experience, and it forms an image in your mind that gets you to return.

ILL 14



ILL 13



ILL 16



ILL 15



ILL 18



ILL 17

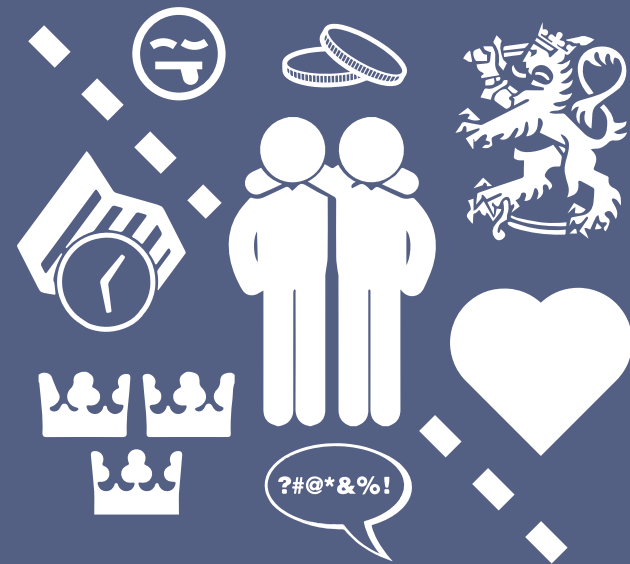


ILL 20



ILL 19





THE BORDER

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The regions location on the border is the strongest defining factor. The border placement creates a scene with a historically strong position in international trade. It creates a positive tension and rivalry between different parts of the city and amongst brotherfolk. Also it forms a region of exotic specificity, for example, in the form of the time difference.

“
*In Tornio the inhabitants of Haparanda
are ahead of their time*

“
Let's do it!



BUSINESS CENTER

.....

Embrace the border is a business orientated place that emphasizes international cooperation in encounters, trading and agreements. The area holds premises for regional companies that will benefit from the central location and the two countries' markets, as well as the diverse town and service structure



CULTURAL AND EVENT AREA



The placement on the border creates interesting starting points for various cultural events and competitions. The area holds premises for as well artistic and cultural activities as for the various types and sizes of events. Personalized events, for example marriage across the border ('poikkinainti'), communicate cultural and special features of the area. The active spirit of the area creates a joint meeting place for both residents and visitors to the area.



TRADITIONAL AREA FOR LEISURE TIME



The area provides for both accommodation and event services for travelers staying on a longer time as well as activities and services for visitors, such as shopping tourists and cultural visitors. The area is a great leisure center, where in addition to a wide range of opportunities for social gatherings there are also possibilities for traditional recreational relaxation, saunas, food and others, that have been processed into high-quality services.

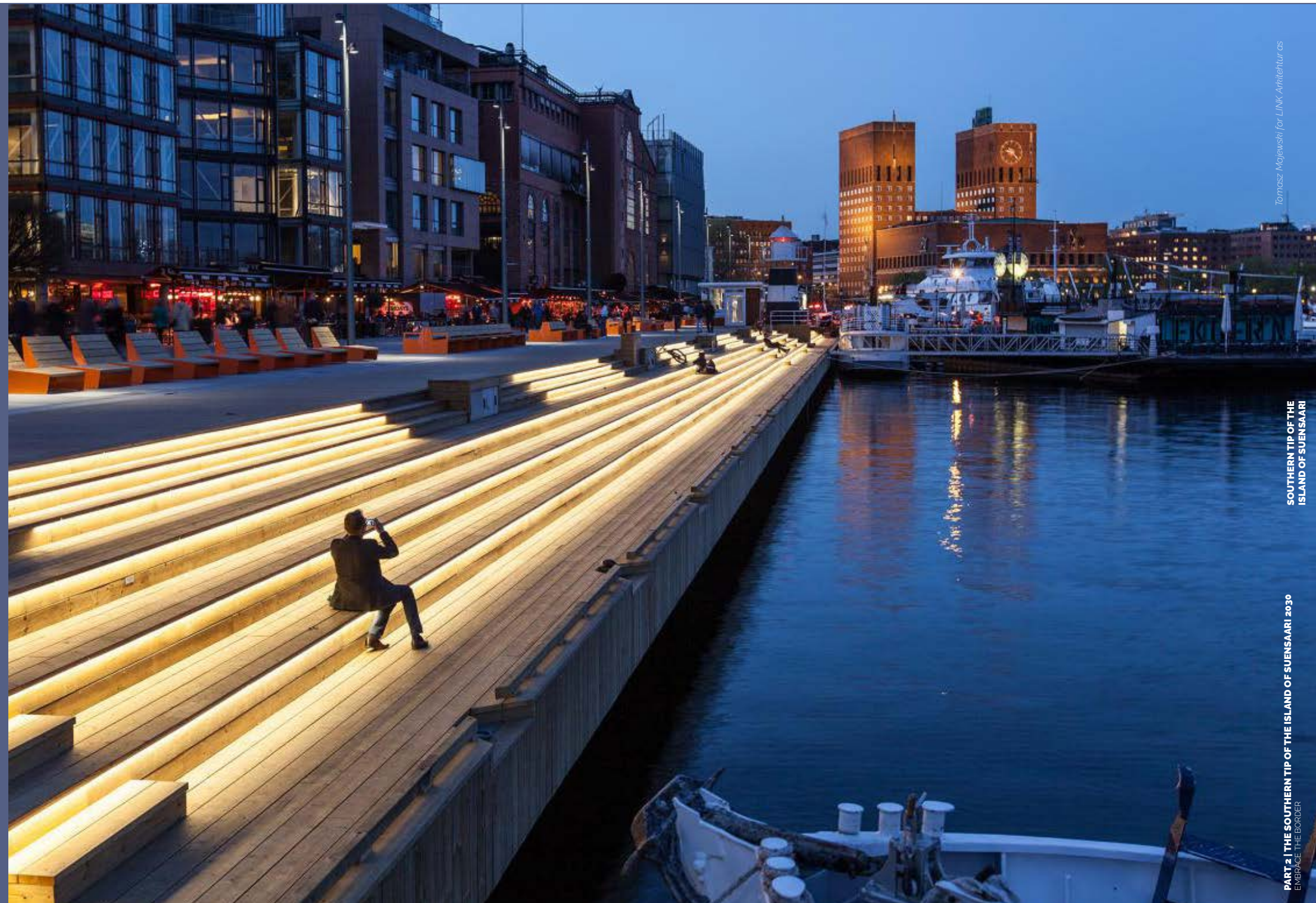
"I'll do it myself!"



“Just do it!”

A SHOWCASE OF HIGH-QUALITY CONSTRUCTION

A wide range of services and the location in a scenic spot will create high-quality living premises in the neighboring area. The area of housing facilities and activities are targeted to serve a variety of different categories of residents. The city blocks have strong thematic profiles that make up interesting housing areas. Apartments open up to the views of the natural landscape of the Arctic and the yard and street modes support the functional or thematic profiles of the housing sections. Local culture of the region, expressed by services and functions, as well as construction in the highest quality in the twin city of Tornio-Haparanda, both buildings and the environment, act as a showcase and a calling card to the world. The area forms a modern and urban city landscape postcard.



TARGETS, STRENGTH & BRILLIANCE, BRAND VALUES

TARGET GROUPS

The aim of the definition of target groups, is to understand potential customer groups in a way that guides the development of the functional profile of the region.

STRENGTH & BRILLIANCE

The factors of strength are based on the identified strengths and opportunities for the compensating elements, which pursues the differentiation of the region from competing regions. Strength and the purpose of differentiating is to appeal to the representatives of the specially selected target groups.

BRAND VALUES

The brand values are values that we, by following them, give a direction for the development of a functional profile of the region, define the amenity services and communication.

TARGET GROUPS

RESIDENTS

Residents, emphasizing families with children, young people, students

BUSINESS

Companies that take advantage of the two markets. Operating on an European arctic area.

TOURISTS

Tourists and event visitors from Barents area; International adventure-seekers and active travelers of nature and well-being, emphasizing on adults.

VISITORS

Shopping tourists from the Barents Region, the day tourists who yearn for ancillary services during their shopping holiday. Event visitors.

STRENGTH & BRILLIANCE

THE MOST VERSATILE PROFILE OF ARCTIC NATURE AND PROCESSED PRODUCTS IN ADVENTURE TOURISM

After a two hours' drive from the town, in an area consisting of two countries, you will find everything from Santa Claus to waterfalls and from fells to marine wildlife

THE MOST COMPREHENSIVE WELLNESS AND RECREATIONAL SERVICES AT THE HEART OF AN URBAN CENTER

THE MOST INTERESTING CROSS-BORDER EVENTS AND ACTIVITIES

THE MOST NATURAL INTERNATIONAL TRADE CENTRE

The historic role of trade between the countries of destination

THE MOST ATTRACTIVE SEA-LAPPISH RESIDENCY IN THE CENTER OF THE TWIN CITY AND BY THE WATER

BRAND VALUES

The brand new identity of the island of Suensaari is based on the core values of three counterparts

TRANSPARENCY, OPEN-MINDEDNESS AND EXUDING INTERNATIONALITY

EMPHASIZING THE IDENTITY AND TAKING PRIDE IN THEIR HOME REGION

• • • • •

COMPANYMINDED AND EMPHASIZING ON ACTIVENESS

CLOSE TO NATURE AND APPRECIATIVE OF POSITIVE IDLENESS

• • • • •

COMPETITIVENESS AND POSITIVE MADCAPPING (CRAZYNES)

CIVILIZED AND ARTISTIC

DESIGN DRIVERS

Design drivers for the planning area of land-use hold crystallized proposals for action, and on responding to these proposals we guide ourselves towards the forming of the town structure and image, and thus in the direction of supporting the target image.

1

TAKE ADVANTAGE OF THE STATE BORDER AND THE SPIRITUAL LIFE CREATED BY THE BORDER



2

TAKE ADVANTAGE OF LOCATION ON EDGE OF WATER BODIES



3

CREATE A DIVERSIFIED LIVING AIMED AT DIFFERENT TARGET GROUPS



4

CONFIRM OPERATING CONDITIONS FOR BUSINESSES AND VISIBILITY IN THE REGION



5

IMPROVE OPERATING CONDITIONS FOR THE ARTS AND CULTURE FIELD AND VISIBILITY IN THE REGION



6

HIGH-LIGHTING OF LEISURE AND RECREATIONAL OPPORTUNITIES



7

RESPECT THE TRADITIONS



8

STOP BYPASSING TRAFFIC ON THE HIGHWAY E4



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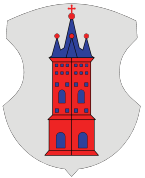
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BRAND MAPPING

Brand mapping of the island of Suensaari is the inclusive first part of the total process on long-term. This phase prompted the development process on both the southern tip of the island of Suensaari and its seamlessly linked areas in Haparanda, on the Swedish side. The purpose of the mapping is to clarify the brand of Tornio-Haparandas new joint center with its ready-built environment, and to set the guidelines for further development

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